



Blanchard SUMMIT 2012

San Diego, CA

September 11-12

Fast Forward:
Lead, Innovate, and Cultivate

You're Invited

Join us at Blanchard Summit 2012 to hear from training and development leaders from companies such as Shell, Nissan North America, Inc., Kawasaki Motors Corp., USA, Powder River Energy Corporation, Justice (a brand of Tween Brands, Inc.), and SAP as they share case studies and best practices in leadership training and organizational improvement.

Keynote Addresses

Ken Blanchard

Chief Spiritual Officer, The Ken Blanchard Companies®

With a passion to turn every leader into a servant leader, Ken shares his insightful and powerful message with audiences around the world through best-selling books, speeches, and consulting services. He is a sophisticated storyteller who speaks from the heart and has a knack for making seemingly complex leadership and management issues easy to understand.



Scott Blanchard

Principal and Executive Vice President

The Ken Blanchard Companies

Scott is a business author and consultant who speaks internationally on the topic of creating a passionate and engaging work environment. He feels that his job is to create anxiety by shining a spotlight on practices that are not yielding the best results within a company, and providing practical solutions that will help improve the situation.



Dr. Jackie Freiberg

Best-Selling Author and Leadership Expert

For more than 20 years, Jackie has been on a mission to expose the unconventional, business-best practices of globally admired leaders. As a best-selling author and leadership and innovation expert, Jackie has dedicated her career to helping executives and managers practice the art of leadership to build great companies, where great people can do great work and make the world a better place.



Jim Carroll

Futurist, Trends, and Innovation Expert

Acknowledged as one of the world's leading global futurists, trends, and innovation experts with a massive global blue chip client list, Jim Carroll helps transform growth-oriented organizations into high-velocity innovation heroes.

He is recognized worldwide as a thought leader and authority on global trends, rapid business model change, business transformation in a period of economic uncertainty, and the necessity for fast-paced innovation.



Why You Need to Attend Blanchard Summit 2012

- Experience idea-packed client presentations showcasing real-world leadership impact.
- Learn time-tested methods for maximizing results and sustaining the impact of training.
- Participate in unsurpassed networking opportunities with peers and colleagues.

Who Should Attend

Chief Executive Officer • President

Chief Learning Officer

VP of Operations • VP of Sales

Business Unit Leader • VP of HR

VP Organizational Development

Director of Training and Development

Director of Leadership Development

Talent Management

To register visit www.kenblanchard.com/summit2012

Client Speaker Sessions

Justice

(a brand of Tween Brands, Inc.)

Cheri Sagona, *Assistant Vice President, Organization Development*

Penny Davis, *Assistant Vice President, Human Resources*

Learn how Justice, the leading tween (ages 7–12) specialty retailer in the world with more than 900 stores throughout the United States and Canada, reduced turnover, improved leadership skills, and increased employee satisfaction scores. Tasked with improving leadership skills in business-critical roles, they started by delivering Situational Leadership® II to leaders in the field and home offices. Additionally, field leaders were trained in Situational Team Leadership and Coaching Essentials® for Leaders to help their teams work more effectively. Associates in the home office were trained in Situational Self Leadership; and Situational Frontline Leadership was introduced to Distribution Center employees. As a result of this extensive program, leaders have taken on greater responsibility, turnover is at a record low, and employee satisfaction scores indicate that 93% of their employees understand how their work positively contributes to the goals of the organization.

Kawasaki Motors Corp., U.S.A.

Tom Porter, *SPHR, Director HR and Administration*

Lindsay Wayne, *MSHR, CPLP, OD/Training Specialist*

Like many organizations, Kawasaki Motors Corp., U.S.A., faced several challenges as a result of the downturn in the economy. In order to remain profitable, they had to re-think how they conduct business and how to best serve their multiple customer bases. Before undertaking a major change initiative, the executive team wanted to identify how employees were coping and, more importantly, how their attitudes toward key indicators, and the current level of motivation would impact (or inhibit) the chances of success. Hear about their unique approach to launching the Employee Work Passion Survey, and how they used the results to identify root causes and address important issues that could potentially derail the change efforts. From kicking off the project with the Team Chartering process, to developing an internal marketing campaign, to rolling out the Optimal Motivation™ program, this journey has improved morale and initiated a cultural shift in how employees communicate, provide feedback, and make changes within the organization.

Nissan North America, Inc.

Lori Durrough, *Senior Manager, Talent Management, Training and Development*

Jim Irvine, *Manager, Talent Management and Organizational Learning*

Hear how Nissan North America successfully improved the consistency and effectiveness of their key talent development programs, resulting in reduced turnover of high potentials. Their achievements came while facing multiple challenges including the tsunami in Japan, the global economic downturn, rapid expansion of plants in the U.S., and building new plants in Mexico and Brazil. They were continually faced with the challenge of asking people to “do more with less.” You’ll hear how they used training solutions (Situational Leadership® II), one-on-one coaching (Coaching.com), and customized blended-learning solutions (Get Control!™ of Email and Meetings) to not only meet these challenges but also to thrive during the difficult times. They will share both anecdotal and hard data about how the improved leadership skills have helped maximize performance and effectiveness; how coaching for the high potentials has reduced turnover, and how the entire program has increased employee engagement and motivation in the workplace.

Powder River Energy Corporation

Mike Easley, *Chief Executive Officer*

Powder River Energy Corporation provides electric service to more than 12,000 members throughout Northeastern Wyoming and was experiencing exponential growth due to a rise in Coal Bed Methane natural gas. The growth was occurring so fast that organizational processes were breaking down and employees were under a significant amount of stress. Hear how they met this challenge by focusing on a long-term vision of becoming a strategically aligned, values-focused, and member-centric organization with highly engaged employees. Mike Easley developed a strategy drawing from the skills and knowledge of Situational Leadership® II, Situational Self Leadership, sustainability modules from SLII®, Optimal Motivation, and the Servant Leadership Immersion for the Executive Team. Equipped with these new skills, they were able to meet the demands of the growth cycle, improve employee satisfaction scores, and increase their quality of service.



SAP

Pamela Seplow, *Senior Director, People Development Practices*

Karen Irizarry, *Expert Consultant, Talent, Learning and Organizational Development*

SAP knew that their performance management process was perceived as having little or no value, as well as being time consuming and sometimes frustrating. They wanted to design and implement a new process that actually engaged employees. Learn how they changed their existing process from one of a compliance exercise that was administratively burdensome and somewhat punitive in nature, to one where a trusting partnership between the employee and leader focuses on building individual and organization-wide success. With the help of *Helping People Win at Work* and the Leading People Through Change® processes, SAP embarked on a culture-change journey that required careful planning, alignment with key initiatives, thoughtful enablement, and a commitment to stay the course. Performance is now positioned as the driver for compensation strategies and learning approach, but most importantly it is aligned with SAP's leadership philosophy.

Shell

Jim Tebbe, *Manager Leadership Team Effectiveness*

The Shell group of energy and petrochemical companies operates in more than 90 countries and employs more than 93,000 people. With thousands of teams around the world striving for higher performance, they needed to standardize the models and tools for team effectiveness. Hear about the hurdles the teams faced, such as a lack of common language to discuss team performance, a lack of consistency in models and tools being used from team to team, a lack of quality assurance in consultancy, and the lack of a framework at the organizational level to measure efficiency and effectiveness. Learn about the innovative face-to-face and virtual accreditation process used to up-skill more than 100 Shell Team Effectiveness Consultants on Situational Team Leadership and Situational Leadership® II, and the positive feedback from the 250 teams that are putting the concepts to work. Teams credit the process as being invaluable, while Shell benefits from more of its teams reaching for higher performance.

Conference Agenda

TUESDAY, SEPTEMBER 11, 2012

11:00 a.m.–1:00 p.m.	Registration	
11:30 a.m.–12:45 p.m.	Lunch	
1:00 p.m.–1:30 p.m.	Opening Welcome	Kathy Cuff
1:30 p.m.–2:15 p.m.	Fast Forward: Lead, Innovate, and Cultivate	Scott Blanchard
2:15 p.m.–2:30 p.m.	Break	
2:30 p.m.–3:30 p.m.	Client Case Studies	
	1. SAP	2. Tween Brands
3:30 p.m.–3:45 p.m.	Break	
3:45 p.m.–4:45 p.m.	Innovate or Perish!	Dr. Jackie Freiberg
4:45 p.m.–5:15 p.m.	Wrap up/Networking Activity	
5:30 p.m.–6:30 p.m.	Welcome Cocktail Reception	

WEDNESDAY, SEPTEMBER 12, 2012

8:00 a.m.–9:00 a.m.	Breakfast and Registration	
9:00 a.m.–9:15 a.m.	Welcome	Kathy Cuff
9:15 a.m.–10:15 a.m.	What Do World Class Innovators Do That Others Don't Do	Jim Carroll
10:15 a.m.–10:30 a.m.	Break	
10:30 a.m.–11:30 a.m.	What's New at Blanchard	
11:30 a.m.–12:30 p.m.	Lunch	
12:30 p.m.–1:30 p.m.	Client Case Studies	
	1. Kawasaki	2. Nissan
1:30 p.m.–1:45 p.m.	Break	
1:45 p.m.–2:45 p.m.	Client Case Studies	
	1. Shell	2. Powder River Energy
2:45 p.m.–3:00 p.m.	Break	
3:00 p.m.–3:30 p.m.	Special Interactive Presentation	Peter Brent
3:30 p.m.–4:30 p.m.	Great Leaders Grow	Ken Blanchard

LOCATION

Hilton La Jolla Torrey Pines
10950 North Torrey Pines Road
La Jolla, CA 92037

Reserve your room
by calling 800 445-8667
(Group: KBCO) before August 17, 2012
to guarantee the special conference rate.



INVESTMENT

Regular price per attendee: \$598
Second attendee per organization: \$498
Group of 5 or more: \$450 per person

Register at
www.kenblanchard.com/Summit2012

Or call Alicia Sallese at 800 728-6000 x5949
(contact Alicia Sallese to register a group)

To register visit www.kenblanchard.com/summit2012